



**Missouri Travel Barometer**  
**July 2016 Report**  
**(Data available as of 8/08/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**July Report Highlights**

**Lodging Statistics: 2016 Calendar Year to Date through June**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy, Demand and RevPAR while other states are showing stronger growth in ADR.

**Missouri Lodging:**

Demand up 4.2% -- Occupancy up 4.1% -- ADR up 2.6% -- RevPAR up 6.8%

**SIC Tourism business sales and tax collections: 2016 Calendar Year to Date through April**

- For FY16, a 5.8% (\$583.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-Apr
- For CYTD16, a 6.2% (\$240.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Apr
- April 2016 saw a 8.8% (\$90.2 million) sales revenue increase compared to April 2015

**Website Visits: 2016 Calendar Year to Date through July**

- Total web visits (main site and mobile visits) were up 12.9% for July 2016 compared to July 2015
- Total web visits (main site and mobile visits) were down 1.4% for January-July 2016 compared to last year

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2016 Calendar Year to Date through July**

- 119,346 responses for 2016 YTD – a decrease of 3.7%
- Expansion markets are up 21.2% for January-July 2016 compared to the same period in 2015
- Of the markets that receive advertising, the in-state market group is the only one experiencing a decline (-9%)
- There has been a drop of 21.9% in responses from markets where we do **not** advertise

**Welcome Center visits: 2016 Calendar Year to date through July**

- For CYTD 2016 the centers are up 11.6% for January-July 2016 compared to the same period in 2015
- For the month of July alone, the centers were up 6.8% compared to July 2015

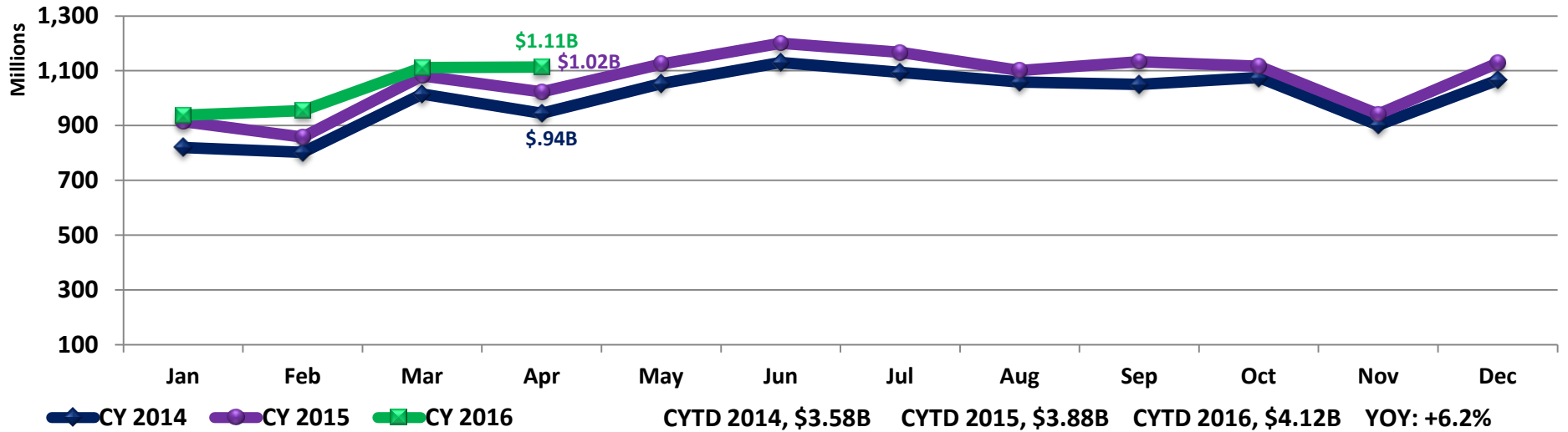
**Commercial airport deplanements: 2016 Calendar Year to Date**

- St. Louis up 9.6% for January-June 2016 compared to the same period in 2015
- Kansas City up 6.0% for January-June 2016 compared to the same period in 2015
- All airports up 7.3% for January-April 2016 over Jan-April 2015

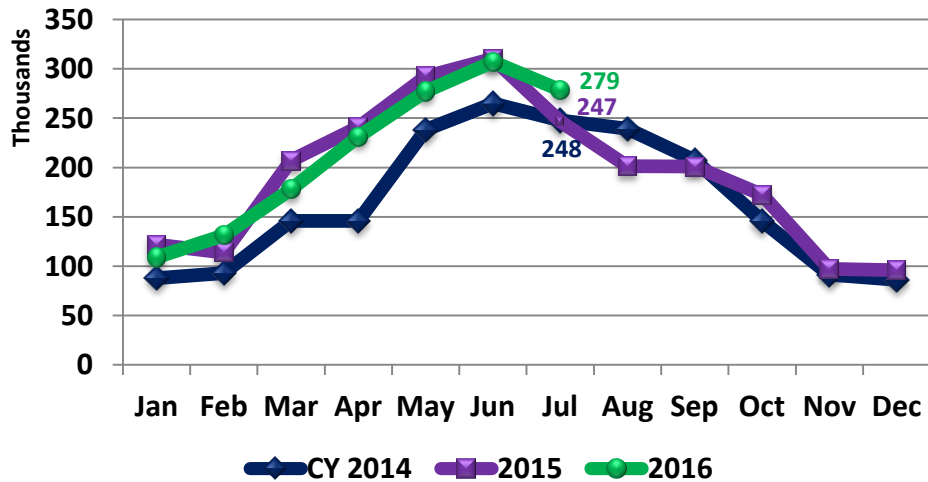
**Brand USA Partners on VisitTheUSA.com: Website Activity 2016 Calendar Year to Date through July**

- Missouri's homepage on VisitTheUSA.com had 7,175 visits from January-July 2016 (1,153 during July)
- Top five countries viewing Missouri's page during July were Japan, Brazil, India, France, and Canada
- Trip Ideas links received 385 clicks during January-July 2016 (44 during July)
- City Partner links received 280 clicks during January-July 2016 (20 during July)

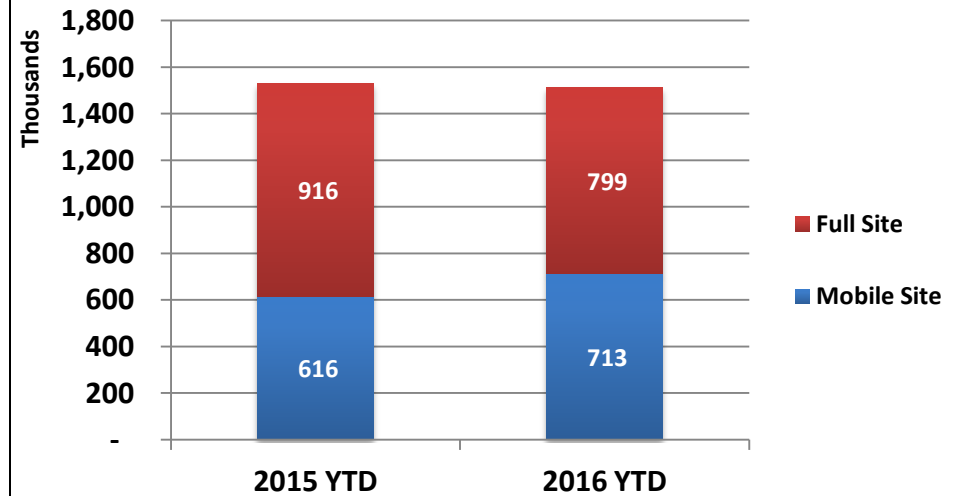
### Sales Revenue from 17 Tourism SICs



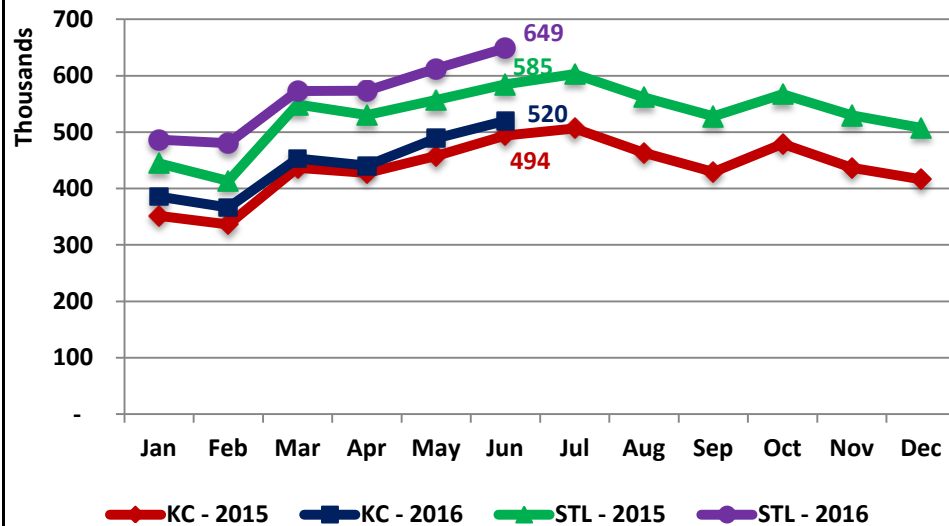
### Visits to VisitMO (Full & Mobile Sites) by Month



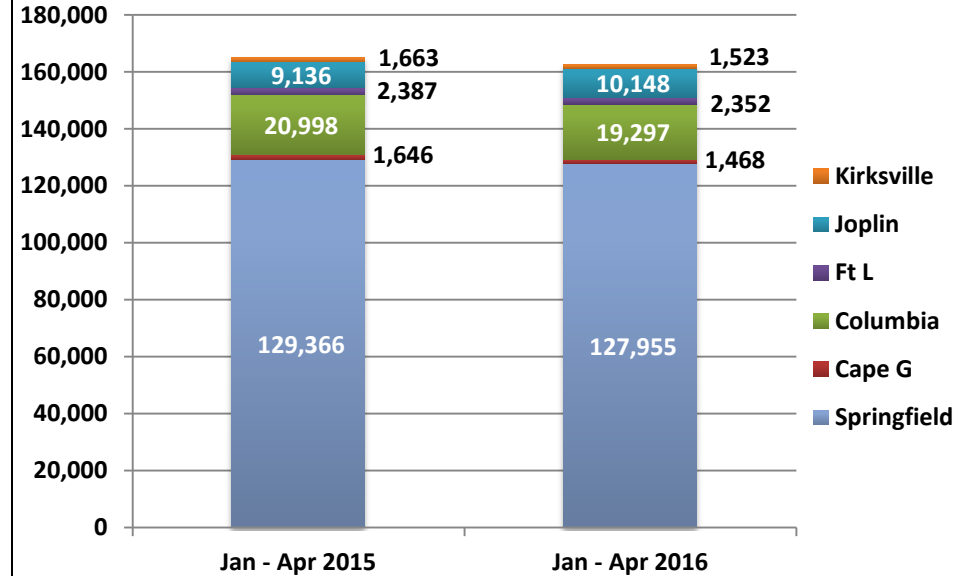
### YTD Visits to VisitMO by Site



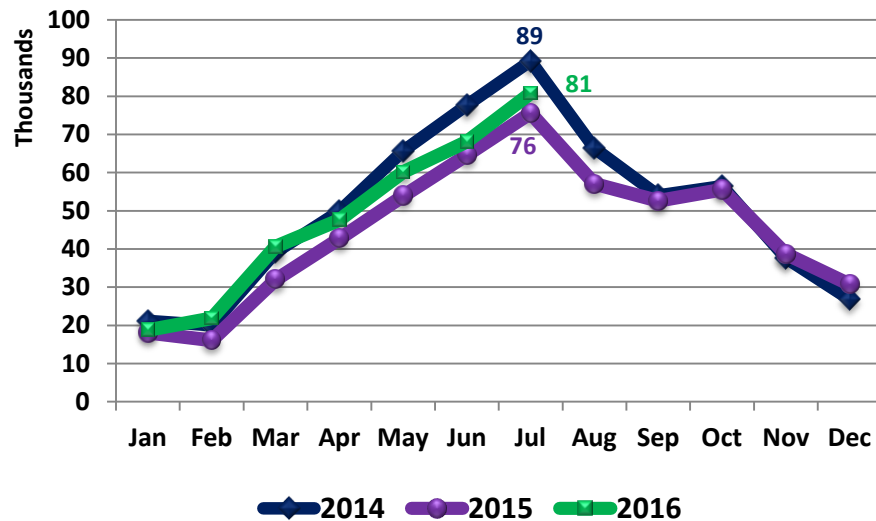
### KC & STL Airport Deplanements



### All Other Airport Deplanements



### Welcome Center Visitors



### Responses to MDT Advertising

